

Like the Discriminating Viewers, Reluctant Viewers have grown up with television. Unlike the Discriminating Viewers, Reluctant Viewers take an even more critical approach to television as a medium, spending less time in front of their television sets and holding a more negative orientation to television. Reluctant Viewers, however, like to relax by watching television and expect to be entertained by television.

In addition to being part of the Baby Boom generation, two demographic characteristics help to identify further the Reluctant Viewers. There is a portion of the Reluctant Viewers who reside in rural areas of Canada. There is another portion of this audience segment that is characterized by socio-economic success.

### **The Entertainment Seekers**

#### **Orientation to Television**

The fifth and final segment in this analysis of the Canadian television audience accounts for a small percentage of the total viewing audience: Eight per cent of the Canadian television audience is composed of the Entertainment Seekers.

Entertainment Seekers and the Television Dependent Viewers share a strong and common attachment to television. Entertainment Seekers, however, are a "pure" type of the Television Dependent Viewer from the perspective of using television heavily for its entertainment value.

Ninety percent of the Entertainment Seekers frequently watch television to be entertained. This finding exceeds the national average by 25 per cent. Additionally, 87 per cent of the Entertainment Seekers frequently use television to relax. In comparison, 39 per cent of the Canadian audience frequently watches television as a form of relaxation. Approximately one-half of the members of this audience segment frequently uses television to lift their spirits, to serve as a background for other activities and to satisfy their need for adventure and excitement.

#### **Demographic Characteristics**

Entertainment Seekers possess a distinct demographic profile. Approximately one-half of Entertainment Seekers lives in Ontario and two-thirds reside in medium to large communities. Sixty-four per cent of this audience segment are female and 48 per cent come from a British ethnic background. Entertainment Seekers are more heavily concentrated in the 26 to 40 age category than any other age group. Eighty-eight per cent of Entertainment Seekers are English-speaking compared to 12 per cent who are French-speaking.